

## ORDER



**Orders**  
**Order / Rev:** 704333  
**Alt Order #:** 06262054  
**Product Desc:** AMERICANS FOR PROSPE  
**Estimate:** 1157  
**Flight Dates:** 08/08/12 - 08/14/12  
**Original Date / Rev:** 09/24/12 / 09/24/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Ave. Suite 306  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Americans For Prosperity  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/Presidential,IS-Candidate/  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	39	\$114,600.00	\$97,410.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	39	\$114,600.00	\$97,410.00	0.00
<b>Totals</b>	<b>39</b>	<b>\$114,600.00</b>	<b>\$97,410.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	08/08/12	08/10/12	M-F 6-7a Channel 3 News Today @ 6AM<6:00 AM-9:00 AM>	CM	6a-7a	--WTF--	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	--WTF--		3				\$750.00		0.00			
2	WKYC	08/08/12	08/10/12	Olympics Weekday DT Olympics Weekday DT	CM	Olympics Weekday	--WTF--	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	--WTF--		3				\$1,000.00		0.00			
3	WKYC	08/08/12	08/10/12	M-F 5-6p News (Olympics) M-F 5-6p News (Olympics)	CM	M-F 5-6P	--WTF--	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	--WTF--		3				\$1,400.00		0.00			
4	WKYC	08/08/12	08/10/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--WTF--	:30	3	\$2,000.00	P-2	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	--WTF--		3				\$2,000.00		0.00			
5	WKYC	08/08/12	08/10/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	--WTF--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	--WTF--		1				\$3,000.00		0.00			
6	WKYC	08/08/12	08/10/12	Olympics Zone Olympics Zone	CM	Olympics Zone	--WTF--	:30	4	\$2,500.00	P-2	0.00	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	--WTF--		4				\$2,500.00		0.00			

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WKYC	08/08/12	08/12/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime-- WTFSS		:30	5	\$12,000.00	P-2	0.00	NM	5	\$60,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-- WTFSS		5				\$12,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKYC	08/12/12-08/12/12		Olympics Closing Ceremonie:Olympics Closing			-----Su	:30		\$12,000.00		0.00	NM		
8	WKYC	08/08/12	08/12/12	Olympic Late News Olympic Late News	CM	12x-12:35x	-- WTFSS	:30	4	\$2,400.00	P-2	0.00	NM	4	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-- WTFSS		4				\$2,400.00		0.00			
9	WKYC	08/11/12	08/11/12	Olympics Weekend DT Olympics Weekend DT	CM	Olympics Weeken(9:00 AM-6:00 PM)	-----S-	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S-		2				\$2,000.00		0.00			
10	WKYC	08/13/12	08/14/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MT-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	MT-----		1				\$850.00		0.00			
11	WKYC	08/13/12	08/14/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MT-----	:30	2	\$375.00	P-2	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	MT-----		2				\$375.00		0.00			
12	WKYC	08/13/12	08/14/12	M-F 11a-12p Today Show III	CM	11a-12p	MT-----	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	MT-----		2				\$225.00		0.00			
13	WKYC	08/13/12	08/14/12	M-F 5-6p Dr. Phil	CM	5p-6p	MT-----	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	MT-----		2				\$650.00		0.00			
14	WKYC	08/13/12	08/14/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MT-----	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	MT-----		2				\$1,800.00		0.00			
15	WKYC	08/13/12	08/14/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	MT-----	:30	2	\$2,800.00	P-2	0.00	NM	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	MT-----		2				\$2,800.00		0.00			
Totals														39	\$114,600.00